



Samsung Galaxy S25 series sets the standard of AI phone as a true AI companion

Pioneering the multimodal era with our most context-aware and personalized mobile experience

SAN JOSE, CA – January 22, 2025 – Samsung Electronics Co., Ltd. today announced the Galaxy S25 Ultra, Galaxy S25+ and Galaxy S25, setting a new standard as a true AI companion with our most natural and context-aware mobile experiences ever created. Introducing multimodal AI agents, the Galaxy S25 series is the first step in Samsung’s vision to change the way users interact with their phone – and with their world. A first-of-its-kind customized Snapdragon® 8 Elite Mobile Platform for Galaxy chipset delivers greater on-device processing power for Galaxy AI¹ and superior camera range and control with Galaxy’s next-gen ProVisual Engine.

“The greatest innovations are a reflection of their users, which is why we evolved Galaxy AI to help everyone interact with their devices more naturally and effortlessly while trusting that their privacy is secured,” said TM Roh, President and Head of Mobile eXperience Business at Samsung Electronics. “Galaxy S25 series opens the door to an AI-integrated OS that fundamentally shifts how we use technology and how we live our lives.”

¹ Samsung Account login may be required to use certain Samsung AI features. Samsung does not make any promises, assurances or guarantees as to the accuracy, completeness or reliability of the output provided by AI features. Availability of Galaxy AI features may vary depending on the region/country, OS/One UI version, device model and phone carrier. Some function availability may vary by device model. Galaxy AI service may be limited for minors in certain regions with age restrictions over AI usage. Galaxy AI features will be provided for free until the end of 2025 on supported Samsung Galaxy devices. Different terms may apply for AI features provided by third parties.



Our Most Intuitive and Effortless Mobile Interactions Yet

With **One UI 7**², the Galaxy S25 series is a true AI companion that understands the context of your needs and preferences and provides personalized AI experiences with privacy assured at every turn. It's the starting point of a shared vision with Google to imagine Android with AI at the core, bringing together developers and partners from around the world.

AI agents with multimodal capabilities enable Galaxy S25 to interpret text, speech, images and videos for interactions that feel natural. Upgrades to Google's **Circle to Search**³ make searching your phone screen more helpful, fast and contextual. Circle to Search now quickly recognizes phone numbers, email and URLs on your screen, letting you call, email or visit a website with a single tap.

With Galaxy S25 series, you can also perform actionable searches with context-aware suggestions for next steps. Plus, Galaxy S25 makes it frictionless to switch between apps for quick follow-up actions, like sharing a GIF or saving event details.

² The official One UI 7 release will commence with the upcoming Galaxy S series devices. The update is expected to gradually roll out to other Galaxy devices.

³ Circle to Search is a trademark of Google LLC. Sequences shortened and simulated. Results for illustrative purposes only. Service availability may vary by country, language, device model. Requires internet connection. Users may need to update Android and Google app to the latest version. Results may vary depending on visual or audio matches. Accuracy of results is not guaranteed. Works on compatible apps and surfaces, and with ambient music only. Will not identify music coming through headphones or if phone volume is off.

Galaxy S25 also represents a breakthrough in natural language understanding, making everyday interactions easier. Simply ask and intuitively find a specific photo in Samsung Gallery or adjust the size of display fonts in Settings.

Gallery Search



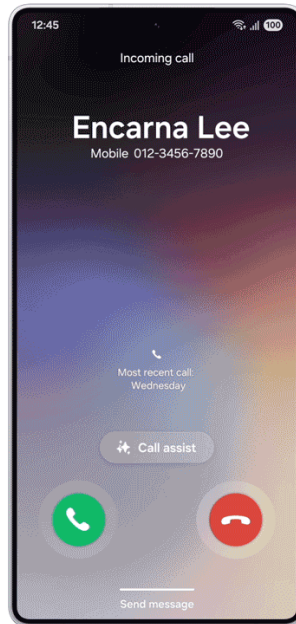
*Video simulated for illustrative purposes. Sequences shortened. Actual UI may be different.
*Service availability may vary by language, region or carrier.
Currently supported languages include Korean, English, German, French, Italian, Spanish, Chinese, Japanese, and Portuguese. Accuracy of results is not guaranteed.

Just press and hold the side button to activate **Gemini** and perform seamless interaction across Samsung and Google apps, plus third-party apps such as Spotify. For example, find your favorite sports team's season schedule and add it to Samsung Calendar – with a single command.

These intuitive interactions are elevated by expansions to Galaxy AI's popular tools for communication, productivity and creativity. Galaxy S25 keeps calls organized with **Call Transcript**⁴ and summary. **Writing Assist** features such as summarizing content or automatically formatting notes can be enabled where texts can be selected, without needing to switch between applications. **Drawing Assist**⁵ unlocks fresh ways to bring ideas to life through combinations of sketches, text or image prompts.

⁴ Call Transcript feature requires a network connection to receive calls. Samsung Account login required. Summary feature for Call Transcript is capable of automatically transcribing recorded calls when a certain number of characters is met and is under the character limit. Call recording may not be supported in some countries. Currently available on pre-installed Samsung phones and Voice Record app. Service availability may vary by language or region. Certain languages may require language pack download. Accuracy of results is not guaranteed.

⁵ Drawing assist feature requires a network connection and Samsung Account login. A visible watermark is overlaid on the image output upon saving in order to indicate that the image is generated by AI. The accuracy and reliability of the generated output is not guaranteed.



*Service availability may vary by language or region.
*Call recording may not be supported in some countries.
*Currently available on pre-installed Samsung phones and Voice Record app.
*Video sequences shortened and simulated for illustrative purposes. Actual UX/UI may be different.

Hyper-personalized Experiences with Privacy Secured

In the era of AI, personalization goes hand-in-hand with privacy. On Galaxy S25, the **Personal Data Engine**⁶ powers personalized AI features by safely analyzing your data on-device to deliver highly tailored experiences that reflect your preferences and usage patterns. These insights enable tailored experiences such as searching for an old photo in the Gallery using natural language, or being guided through the day with **Now Brief**⁷, which proactively offers suggestions accessible via Now Bar⁸ on the lock screen. All personalized data is kept private and secured by [Knox Vault](#). Combined with enhanced on-device processing capabilities, this creates a powerful, protected AI experience that is unique to Galaxy.

⁶ The Personal Data Engine functions under the condition that the Personal Data Intelligence menu is on. Analyzed data will be deleted once the Personal Data Intelligence menu is turned off. Personal Data Engine recognizes select languages and certain accents/dialects, including but not limited to Arabic, (Simplified) Chinese, Dutch, English, French, German, Hindi, Indonesian, Italian, Japanese, Korean, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Thai, Turkish, and Vietnamese. Personal Data Engine currently analyzes Samsung native applications.

⁷ Now Brief feature requires Samsung Account login. Service availability may vary by country, language, device model, apps. Some features may require a network connection

⁸ Availability of functions supported within the apps may vary by country. Some functional widgets may require a network connection and/or Samsung Account login.



*Video simulated for illustrative purposes. Actual UI may be different.
*Now Brief feature requires Samsung Account login.
*Service availability may vary by country, language, device model, apps. Some features may require a network connection.

Galaxy S25 also introduces **post-quantum cryptography**, safeguarding personal data against emerging threats that could increase as quantum computing evolves.

Because there is no privacy without [holistic security](#), One UI 7 laid the groundwork for these innovations by introducing an extra, fortified layer of device safety designed for the age of AI and hyperconnectivity. [Additional updates](#) include added Maximum Restrictions settings, enhanced Theft Protection, and a new Knox Matrix dashboard to monitor the security status across a connected device ecosystem.

Galaxy's Most Powerful Performance Ever

The Galaxy S25 series is powered by the **Snapdragon® 8 Elite for Galaxy**. With unique customizations by Galaxy, this is the most powerful processor ever on Galaxy S series, delivering a performance boost of 40% in NPU, 37% in CPU⁹ and 30% in GPU compared to previous generation. This power fuels the Galaxy S25 series' ability to process more AI experiences on-device without compromise, including previously cloud-based AI tasks such as Generative Edit¹⁰.

⁹ AP performance improvements compared to Galaxy S24 Ultra. Actual performance will depend on user environment, conditions and pre-installed software and applications.

¹⁰ Generative Edit feature for Photo Assist requires a network connection and Samsung Account login. Editing with Generative Edit may result in a resized photo. A visible watermark is overlaid on the image output upon saving in order to indicate that the image is generated by AI. The accuracy and reliability of the generated output is not guaranteed.

Samsung and Qualcomm Technologies worked together to customize the **Snapdragon® 8 Elite for Galaxy**. The Galaxy S25 series features advanced, efficient AI image processing with **ProScaler**¹¹ to achieve a 40% improvement¹² in display image scaling quality, while incorporating custom technology with Samsung's mobile Digital Natural Image engine (**mDNie**) embedded within the processor using Galaxy IP to enable greater display power efficiency.

Snapdragon® 8 Elite for Galaxy is also equipped with **Vulkan Engine** and improved **Ray Tracing**, which makes for smoother and more realistic mobile gaming.

All intense device usage and AI processing run smoothly thanks to changed heat dissipation structure with 40% larger vapor chamber and a tailored thermal interface material (TIM) that delivers extra improvement in thermal efficiency.

Unleashing Truly Pro Creation

The Galaxy S25 series delivers ultra-detailed shots at every range with high resolution sensors and ProVisual Engine, setting a new standard for mobile photography. With a new **50MP ultrawide camera** sensor upgraded from the previous 12MP, Galaxy S25 Ultra provides exceptional clarity and vibrancy.

10-bit HDR recording is now applied by default, offering four times richer color expression compared to 8-bit. Galaxy S25 can thus capture details in any lighting conditions. Plus, low-light videos have never been clearer than with Galaxy S25¹³. Based on powerful processor, Galaxy S25 analyzes movement and time to reduce noise more effectively. This integration allows detecting both moving and static objects with greater precision, ensuring sharper, cleaner footage in any scenario.

Galaxy S25 also introduces a range of tools once limited to specialized software, making advanced editing accessible for all. Now anyone can be a pro at editing photos and videos. **Audio Eraser**¹⁴ simplifies the removal of unwanted noise in videos. By isolating categories of sounds – including voices, music, wind, nature, crowd and noise – you can control what to tone down or eliminate entirely.

For a DSLR-like experience on mobile, Galaxy S25 introduces depth-of-field control with **Virtual Aperture**, integrated into the popular Expert RAW¹⁵. Galaxy S25 also elevates cinematic creativity with **Galaxy Log**, enabling precise color grading options for more professional video production.

¹¹ ProScaler feature is supported on Galaxy S25+ and Ultra models. Image quality can be enhanced up to QHD+, depending on the screen resolution setting of the device.

¹² Compared to Galaxy S24 series. Based on PSNR (Peak Signal-to-Noise Ratio) test.

¹³ Compared with low-light video capture on Galaxy S24 series.

¹⁴ Results may vary per video depending on how sounds present in the video. Samsung Account login required. Certain types of sound can be detected such as voices, music, wind, nature, crowd and noise. The actual sound detection may vary depending on audio source, and the condition of the video. Accuracy of results is not guaranteed.

¹⁵ Expert RAW can be downloaded from the Galaxy Store. The app is available on Galaxy S20 or later models.

Portrait Studio¹⁶ has also been enhanced, allowing users to create personalized avatars with more true-to-life facial expressions. **Filters** introduces new analog-style filters, delivering film-like aesthetic for their photos and videos.

Filters 1. Create your own custom filter



Durable Design Embracing a More Circular Approach

The Galaxy S25 series builds upon Galaxy's 'Essential Design' grounded in 'Simple, Impactful and Emotive' elements. Galaxy S25 Ultra refines this essence into the slimmest, lightest and most durable Galaxy S series yet, with a rounded edge for a comfortable grip that complements the series' aesthetic identity.

Galaxy S25 Ultra features durable titanium and the new **Corning® Gorilla® Armor 2**, a first-of-its-kind material that is more durable than glass. It combines Corning's glass-ceramic with a proprietary anti-reflective surface treatment, helping to ensure advanced drop protection alongside anti-reflection surface treatment and scratch resistance.¹⁷

Every external component of Galaxy S25+ and S25 now includes at least one recycled material¹⁸, as their metal frame incorporates recycled armor aluminum for the first time¹⁹.

¹⁶ Portrait Studio feature for Photo Assist requires a network connection and Samsung Account login. Editing with Portrait Studio results in a resized photo. A visible watermark is overlaid on the image output upon saving in order to indicate that the image is generated by AI. The accuracy and reliability of the generated output is not guaranteed.

¹⁷ Compared with Corning® Gorilla® Armor on Galaxy S24 Ultra.

¹⁸ Every external component of Galaxy S25+ and S25 including Front Screen, Back Glass Assembly, Metal Frame (Case Front), Side Key, Volume Key, and SIM Tray contain at least one recycled material.

¹⁹ The Metal Frame (Case Front) of Galaxy S25+ and S25 contains a minimum of 20% recycled aluminum by weight.

In addition, while every Galaxy S25 series device uses a minimum of 50% recycled cobalt for its battery²⁰, Galaxy S25 will be the first Galaxy smartphone to feature batteries made with recycled cobalt sourced from previous Galaxy devices or the batteries discarded during the manufacturing process. Samsung goes through multiple stages with its like-minded partners, from extracting cobalt from used batteries to re-using the recycled cobalt for the batteries of Galaxy S25.

Combined with seven generations of OS upgrades and seven years of security updates²¹, the Galaxy S25 series ensures a reliable and optimized performance over a longer lifespan.

For greater peace of mind, Samsung Care+ offers comprehensive coverage for accidental damage, repairs, and replacements, ensuring peace of mind for Galaxy users. Plus, Samsung is introducing the New Galaxy Club²². For users who love having the latest technology, this flexible subscription model is designed to make owning and upgrading Galaxy devices more convenient than ever. Regional details and availability will be announced at a later date.

All Galaxy S25 devices will come with 6 months of Gemini Advanced and 2TB of cloud storage at no extra cost. Gemini Advanced comes with our most capable AI models and priority access to the newest features like Gems, custom AI experts for any topic, and Deep Research, which acts as your personal AI research assistant.

Galaxy S25 Ultra will be available²³ in Titanium Silverblue, Titanium Black, Titanium Whitesilver and Titanium Gray. Galaxy S25 and Galaxy S25+ will be available in Navy, Silver Shadow, Icyblue and Mint.

For more information about the Galaxy S25 series, please visit: [Samsung Newsroom](#), [SamsungMobilePress.com](#) or [Samsung.com](#).

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, home appliances, network systems, and memory, system LSI, foundry and LED solutions, and delivering a seamless connected experience through its SmartThings ecosystem and open collaboration with partners. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](#).

²⁰ A minimum of 25% of the Galaxy S25 battery is cobalt by weight, 50% of which is recycled cobalt.

²¹ Galaxy S25 series will support seven generations of OS upgrades and seven years of security updates from global launch date. Timing of OS upgrades and security updates may vary by device model, network provider and market.

²² Terms and conditions apply. The New Galaxy Club service type and promotion details may vary by country/region and deductible (service fee) may apply. To be eligible for promotion benefit, registration may be required.

²³ Colors may vary by market and network provider.

SPECIFICATION TABLE

Galaxy S25 Ultra	
Display	6.9-inch* QHD+ Dynamic AMOLED 2X Display Super Smooth 120Hz refresh rate (1~120Hz) Vision booster Adaptive color tone *Measured diagonally, Galaxy S25 Ultra’s screen size is 6.9-inch in the full rectangle and 6.8-inch with accounting for the rounded corners; actual viewable area is less due to the rounded corners and camera hole.
Dimensions & Weight	77.6 X 162.8 X 8.2mm, 218g
Camera	50MP Ultra-Wide Camera <ul style="list-style-type: none"> • F1.9, FOV 120° 200MP Wide Camera <ul style="list-style-type: none"> • OIS F1.7, FOV 85° 50MP Telephoto Camera <ul style="list-style-type: none"> • 5x Optical Zoom, OIS F3.4, FOV 22° 10MP Telephoto Camera <ul style="list-style-type: none"> • 3x Optical Zoom, OIS F2.4, FOV 36° 12MP Front Camera <ul style="list-style-type: none"> • F2.2, FOV 80°
Memory & Storage	12GB + 1TB 12GB + 512GB 12GB + 256GB *Available storage capacity is subject to preloaded software. **Memory option may vary by market.
Battery	5,000 mAh *Typical value tested under third-party laboratory condition. Typical value is the estimated average value considering the deviation in battery capacity among the battery samples tested under IEC 61960 standard. Rated (minimum) capacity is 4,855mAh. Actual battery life may vary depending on network environment, usage patterns and other factors.
Charging	Wired charging*: Up to 65% charge in around 30 mins with 45W Adapter** Fast Wireless Charging 2.0*** Wireless PowerShare**** *Wired charging compatible with QC2.0 and AFCPD. **45W Power Adapter sold separately. Use only Samsung-approved chargers and cables.

	<p>***Wireless charging compatible with WPC.</p> <p>****Limited to Samsung or other brand smartphones with Qi wireless charging, such as Galaxy S24 Ultra, S24+, S24, S23 Ultra, S23+, S23, Z Fold 4, Z Flip4, S22 series, Z Fold3 5G, Z Flip3 5G, S21 FE 5G, S21 series, Z Fold2, Note20 series, S20 series, Z Flip, Note10, Note10+, S10e, S10, S10+, Fold, S9, S9+, S8, S8+, S8 Active, S7, S7 edge, S7 Active, S6, S6 edge, S6 Active, S6 edge+, Note9, Note8, Note FE and Note5. Only available with certain Samsung Galaxy wearables such as Galaxy Buds FE, Buds2 Pro, Buds2, Buds Pro, Buds Live, Watch6, Watch6 Classic, Watch5, Watch 5 Pro, Watch4, Watch4 Classic, Watch3, Watch Active2, Watch Active, Gear Sport, Gear S3, Galaxy Watch and Galaxy Buds. If battery power is lower than 30% Wireless PowerShare may not function. May not work with certain accessories, covers, other brand devices or some Samsung wearables. During PowerShare, it may affect call reception or data services, depending on your network environment.</p>
OS	Android 15 One UI 7
Network & Connectivity	<p>5G*, LTE**, Wi-Fi 7***, Wi-Fi Direct Bluetooth® v 5.4</p> <p>*Requires optimal 5G network connection, available in select markets. Check with your carrier for availability and details. Download and streaming speeds may vary based on content provider, server connection and other factors.</p> <p>**Availability of LTE model varies by market and carrier. Actual speed may vary depending on market, carrier, and user environment.</p> <p>***Wi-Fi 7 network availability may vary by market, network provider and user environment. Requires optimal connection. Will require a Wi-Fi 7 router.</p>
Water Resistance	<p>IP68</p> <p>*IP68 rating: Water and dust resistant based on lab test conditions for submersion in up to 1.5 meters of freshwater for up to 30 minutes. Rinse residue/dry after wet. Not advised for beach or pool use. Water and dust resistance of your device is not permanent and may diminish over time. Water and dust resistance of the S Pen may also diminish over time because of normal wear and tear.</p>

	Galaxy S25	Galaxy S25+
Display	<p>6.2-inch FHD+*</p> <p>Dynamic AMOLED 2X Display</p> <p>Super Smooth 120Hz refresh rate (1~120Hz)</p> <p>Vision booster</p> <p>Adaptive color tone</p> <p>*Measured diagonally, Galaxy S25's screen size is 6.2-inch in the full rectangle and 6.0-inch with accounting for the rounded corners, Galaxy S25+'s screen size is 6.7-inch in the full rectangle and 6.5-inch with accounting for the rounded corners; actual viewable area is less due to the rounded corners and camera hole.</p>	6.7-inch QHD+ *
Dimensions & Weight	70.5 x 146.9 x 7.2mm, 162g (mmWave/Sub6)	75.8 x 158.4 x 7.3mm, 190g (mmWave/Sub6)
Camera	<p>12MP Ultra-Wide Camera</p> <ul style="list-style-type: none"> F2.2, FOV 120° 	

	50MP Wide Camera <ul style="list-style-type: none"> OIS F1.8, FOV 85° 10MP Telephoto Camera <ul style="list-style-type: none"> 3x Optical Zoom, F2.4, FOV 36° 12MP Front Camera <ul style="list-style-type: none"> F2.2, FOV 80° 	
Memory & Storage	12GB + 512GB	12GB + 512GB
	12GB + 256GB	12GB + 256GB
	12GB + 128GB <i>*Available storage capacity is subject to preloaded software.</i> <i>**Memory option may vary by market.</i>	
Battery	4,000 mAh	4,900 mAh
	<i>*Typical value tested under third-party laboratory condition. Typical value is the estimated average value considering the deviation in battery capacity among the battery samples tested under IEC 61960 standard. Rated (minimum) capacity is 3,885mAh for Galaxy S25 and 4,755mAh for Galaxy S25+. Actual battery life may vary depending on network environment, usage patterns and other factors.</i>	
Charging	Wired Charging*: Up to 50% charge in around 30 mins with 25W Adapter** and 3A USB-C cable***	Wired charging*: Up to 65% charge in around 30 mins with 45W Adapter**
	Fast Wireless Charging 2.0****	Fast Wireless Charging 2.0****
	Wireless PowerShare*****	Wireless PowerShare*****
	<i>*Wired charging compatible with QC2.0 and AFCPD.</i>	
	<i>**Power Adapter and data cable sold separately. Using the original Samsung 45W Power Adapter and data cable is recommended for Galaxy S25+ and the original Samsung 25W Power Adapter and data cable recommended for Galaxy S25.</i>	
	<i>***Results from internal Samsung lab tests, conducted with 25W Travel Adapter connected to newly pre-released version of Galaxy S25 and 45W Travel Adapter connected to newly pre-released version of Galaxy S25+ while device had 0% of power remaining, with all services, features and screen turned off. Actual charging speed may vary depending on the actual usage, charging conditions and other factors.</i>	
<i>****Wireless charging compatible with WPC.</i>		
<i>*****Limited to Samsung or other brand smartphones with Qi wireless charging, such as Galaxy S24 Ultra, S24+, S24, S23 Ultra, S23+, S23, Z Fold 4, Z Flip4, S22 series, Z Fold3 5G, Z Flip3 5G, S21 FE 5G, S21 series, Z Fold2, Note20 series, S20 series, Z Flip, Note10, Note10+, S10e, S10, S10+, Fold, S9, S9+, S8, S8+, S8 Active, S7, S7 edge, S7 Active, S6, S6 edge, S6 Active, S6 edge+, Note9, Note8, Note FE and Note5. Only available with certain Samsung Galaxy wearables such as Galaxy Buds FE, Buds2 Pro, Buds2, Buds Pro, Buds Live, Watch6, Watch6 Classic, Watch5, Watch 5 Pro, Watch4, Watch4 Classic, Watch3, Watch Active2, Watch Active, Gear Sport, Gear S3, Galaxy Watch and Galaxy Buds. If battery power is lower than 30% Wireless PowerShare may not function. May not work with certain accessories, covers, other brand devices or some Samsung wearables. During PowerShare, it may affect call reception or data services, depending on your network environment.</i>		

OS	Android 15 One UI 7
Network & Connectivity	5G*, LTE**, Wi-Fi 7***, Wi-Fi Direct Bluetooth® v 5.4 <i>*5G services are only supported in 5G network enabled locations. Requires optimal 5G connection. Actual speed may vary depending on market, carrier, and user environment. **Availability of LTE model varies by market and carrier. *** Wi-Fi 7 network availability may vary by market, network provider and user environment. Requires optimal connection. Will require a Wi-Fi 7 router.</i>
Water Resistance	IP68 <i>*IP68 rating: Water and dust resistant based on lab test conditions for submersion in up to 1.5 meters of freshwater for up to 30 minutes. Rinse residue/dry after wet. Not advised for beach or pool use. Water and dust resistance of your device is not permanent and may diminish over time.</i>

*Specifications may vary by market.

*All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice.